

EUCLUSTERS TALKS ★

Accelerating Change:

The Green Transition in Focus

11 December 2024

08:30-09:45 CET

Online

Agenda

1. News from the European Cluster Collaboration Platform
Ángela Negrete Benedí, Team Member European Cluster Collaboration Platform
2. Introduction to the topic
Gauthier Clar, Green Assist, CINEA, European Commission
3. Green Transition support
Vera Wechner, Circular Economy Consultant, Prognos
4. Good practices showcase
Luca Tarantino, Research, Innovation and Sustainability Officer, Confindustria Emilia Area Centro
5. Panel debate
Fanny Moutin, International Relations Project Manager, Pôle Mer Méditerranée, Business & Innovation Sea Cluster
Silvia Jiménez García, Communication and Innovation Project Manager, FEMETALiNDUSTRY
Jannis Lambert, Principal, Prognos
Ariane R. Decramer, Account Manager, Flux 50
6. Funding opportunities
Ángela Negrete Benedí, Team Member European Cluster Collaboration Platform

Housekeeping rules

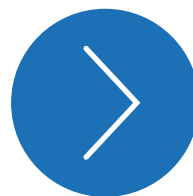
Zivile Kropaite, presenter

- We will use **slido** to launch polls. Please scan the QR code to answer.
- Please use the **Zoom Q&A function to ask questions**, and the **chat function** to comment or share links.
- If you want to speak: Please **raise your hand** and we will give you the floor.
- Please note that the session is being **recorded** and that the recording will be **published** on the European Cluster Collaboration Platform.

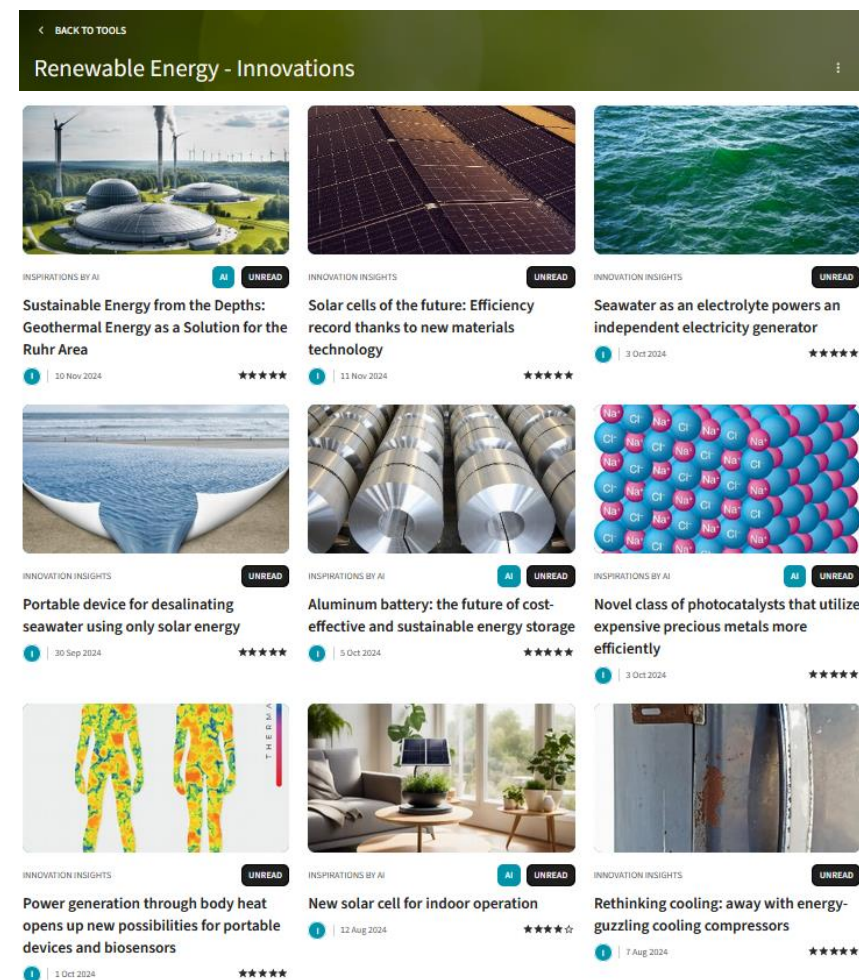
NEWS FROM THE EUROPEAN CLUSTER COLLABORATION PLATFORM

Unlock innovation with Trend Universe – free access for the ECCP Community!

- Access a **unique & weekly updated** Innovation Database with over 11,000 articles for free
- Enhanced filtering options allow you to refine searches by industry and uncover insights **tailored to your cluster or business needs!**
- Create personalised **collections** of innovations & build your own library of cutting-edge information
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Your innovation journey starts here: [Trend Universe](#) => Content Section => Set your filters if needed => Access a valuable source of inspiration and information => Innovate



Call for Expression of Interest: Clusters meet Regions



The European Cluster Collaboration Platform, on behalf of the European Commission, will be coordinating a further **10 European 'Clusters meet Regions'** workshops throughout 2025.

The **objective** of this [Call for Expression of Interest](#) is organising a European workshop 'Clusters Meet Regions' with the aim to strengthen EU industrial ecosystems and regional economies by **fostering collaboration** between **clusters** and **regional authorities**.

Who can apply?

This call for applications is addressed to **any cluster stakeholder** who is either actively participating in, or interested in, the economic development of their region. It is open to institutions such as clusters, regional agencies for economic development, and business network groups. Please note that a **letter of support** from your regional authority is needed if you want to apply. Proposals from national and/or regional authorities are also welcomed.

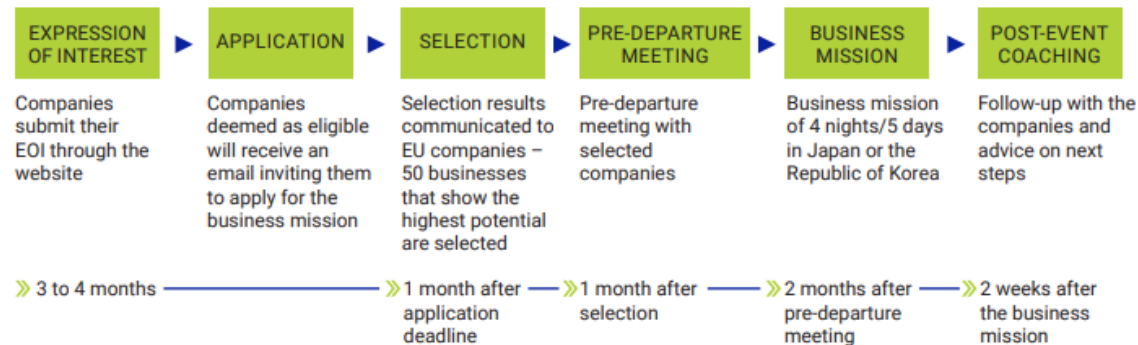
The application must be filled out in English.

⚠️ DEADLINE 20 December 2024 – 18:00 CET



Connecting EU companies with Japan and the Republic of Korea

THE BUSINESS MISSION CYCLE



By 2027,
1,000
EU companies will benefit from the EU Business Hub programme

The [EU Business Hub](#) is an EU-funded programme which supports EU companies active in **the green and low-carbon technologies, digital solutions, and healthcare and medical equipment** sectors to enter the two Asian markets by organising 10 business missions to **Japan** and 10 business missions to the **Republic of Korea** over the next four years. 50 EU SMEs and startups will be selected for each business mission. The objective of this programme is to **assist EU SMEs and start-ups in their expansion to these Asian countries**.

Upcoming business missions:

[EU Business Hub @ Smart Energy Week Spring 2025](#), Green & Low-Carbon, Tokyo, 17-21 Feb 2025

[Healthcare and Medical Equipment Korea 2025](#), Healthcare - Seoul, 17 – 21 Mar 2025

Participants also benefit from logistical assistance, a € 1,000 EU contribution for accommodation, and optional co-financed services like legal, translation, and printing support.

Green Assist

Advisory Service for Sustainable Investments Support

Gauthier Clar

Green Assist, CINEA, European Commission

GREEN ASSIST

The expert advice to make
your investment greener

Advisory Service for Sustainable Investments Support

Presentation to the European
Cluster Collaboration platform

11 December 2024

Gauthier CLAR
CINEA



Green Assist – An outline

WHAT

- **Advisory services** to prepare green/greener **investment** projects in the EU

WHY

- To build a **pipeline of green investment projects**

HOW

- **On demand, free and customised**
- By **specialised experts** or
- By **consultancies** specifically contracted for each request

WHO

- Available for **private and public beneficiaries**
- **Diversified sectors: Circular Economy (across all sectors), biodiversity and natural capital restoration/preservation etc...**
- **Eligibility tests** including “**Best fit**” and “**no overlap**”

Two forms of advisory services

Project Advisory

(by experts from a 'Roster')

Typically 20-80 expert days over 3-6 months

Project preparation, development or implementation (e.g. business plan (CAPEX, OPEX, revenues validation), financial structuring, environmental due diligence, cost-benefit analysis, review of business model,...)

Blending and combined **use of funds**

Enabling Advisory

(by consultancies)

Typically over 6-12 months

Capacity building

Market development activities

Strengthening capacity for **investment-readiness**

CINEA decides in between these 2 forms mostly driven by the question «Does the beneficiary (ies) has control over a specific investment project ?»
But room for flexibility (e.g multi-beneficiaries)

Enabling Advisory: key elements of the request from an Umbrella organisation

**GREEN
ASSIST**

RELEVANCE

- The support will **bridge the gap to existing needs**

COORDINATION

- The applicant is well suited to **ensure effective liaison and follow-up** with project developers.

COMMON CHALLENGES

- The action **addresses challenges common to all project developers** (financial, regulatory, technical...)

REPLICABILITY SCALABILITY

- The results of the support can be **applied to other sectors or geographical areas** facing similar challenges.

DELIVERABLES

- The scope of the action identifies **deliverables that would bring most value** to project developers (tools, platforms, KPIs...)

Green Assist – synergies with Clusters

1. « Win-Win » situation:

1. Green Assist:

- a. needs to deliver results on the ground
- b. requires visibility while marketing resources are scarce and hard to acquire



room for delegation for « on the ground marketing»

2. Clusters

- a. have a fiduciary duty to their members
- b. have a transversal approach & knowledge
- c. Have regular requests from member(s) hard to address

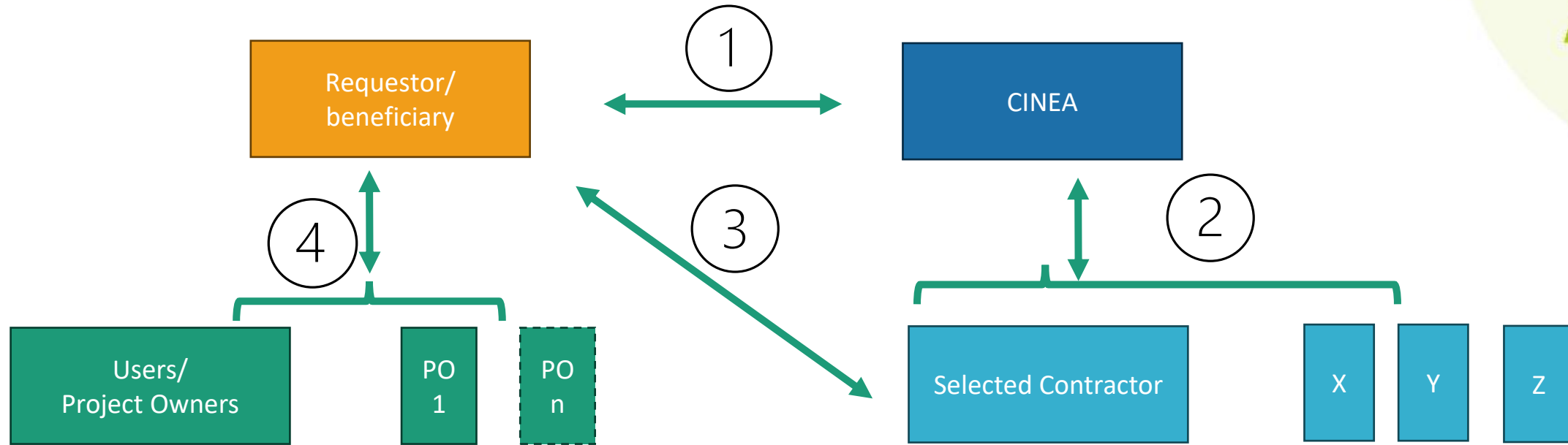


room for delegation to external expertise (2: Enabling 3: project adv)

2. « Win-Win» conditions: recognition for all + understanding on key principles

- a. Project and project owners genuine advisory needs **only** matters (rest is excluded)
- b. Finding the right balance between «transversality» and «verticality »
 - Level of proximity to the ground of « ombrella organization/clusters»
 - Defining interface tasks & KPI ensuring expertise effectively filter through

Enabling Advisory(*): Who does what – illustrative standard case



1. Requestor/Beneficiary * engages with CINEA to define the Use Case and the relevant Work Programme (e.g. milestones, deliverables)
2. CINEA uses the Work Programme to collect bids from the 4 pre-selected FW contractors, through a simplified /competitive process. CINEA retains the best offer as per selection criteria defined by the framework contract and tasks stipulated in the request for services
3. The selected contractor delivers Enabling advisory services to the Beneficiary directly.
4. The Beneficiary disseminates (possibly with support from Contractors) the results to Project Owners identified in the Use Case, ensuring, on a best effort basis, maximum take-up by Users.

(the case of Umbrella Org, after CINEA eligibility checks)

Communication Resources

**GREEN
ASSIST**

**Material
Available**

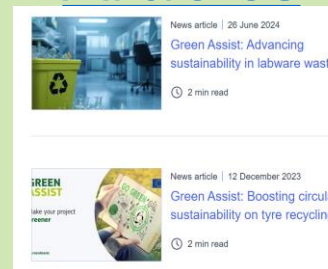
Infosheet for Beneficiaries



Communication Toolkit

Copy for newsletters	
Image	
Title	GREEN ASSIST: Apply now to receive free expert advice and advance your business idea
Body text	Do you need to solve sustainability challenges with your investment project? Or do you have a green project idea, but need guidance to make your project investment-ready? GREEN ASSIST is an initiative of the European Commission to supply free, on-demand and customised technical and financial expertise to make investment projects greener. Find out more

Web Articles



Repository
of projects

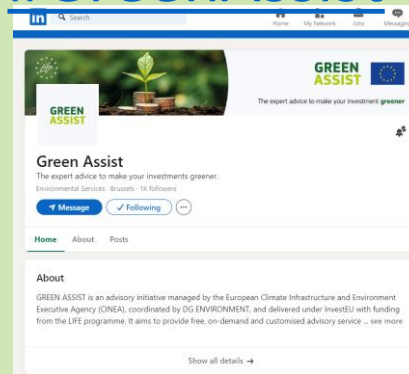
**COMING
SOON...**

**Channels &
Social Media**

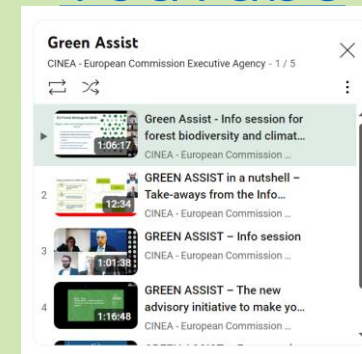
Webpage



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Events



Green Transition Support

Vera Wechner

Circular Economy Consultant, Prognos



Green Transition Support



An initiative of the European Union

Strengthening the European economy through collaboration

Green Transition Support: What is it and for whom?

Your knowledge hub for

- energy efficiency
 - resource efficiency
 - and emission reduction
- in European businesses.



Clusters and their
members

Tools



News



**Good
practices**



What does Green Transition Support offer?

Promoting the Green Transition: A guide for clusters to take action

Step by step guide on what clusters can do to facilitate the green transition:

- Identify the sustainability needs and challenges of your cluster
- Integrate sustainability into your cluster strategy and keep an open dialogue with members
- Collaborate with other clusters to gain mutual benefits



What clusters can do to facilitate the green transition

Identify the sustainability needs and challenges of your cluster

It is important to **take your members' needs as a starting point** in the green transition. Reach out to your members via surveys and/or interviews and listen to any concerns and challenges they may have with becoming more sustainable - whether it concerns energy efficiency, developing environmentally friendly products, adopting circular economy solutions, or something else. Ask them what their competences and prospects are and how you as a cluster can help them.

help strengthen mutual learning and collaboration in green transition areas of common interest. Actions can include:

- Organising networking actions and workshops.
- Connecting different stakeholders such as SMEs and larger companies, or companies and research organisations.

The green transition can seem overwhelming - **focus on the benefits it can bring to your members** (efficiency, cost savings, simplification, innovation, new business opportunities, etc.) and adjust your communication to reflect potential benefits such as competitive advantage.

Facilitate experience sharing and mutual learning

The green transition presents new challenges, requiring an exploratory approach to knowledge-gathering and exchange. Both peer learning among similar companies and mutual understanding among different players, such as businesses, start-ups, research institutes etc., are essential for success.

Clusters can contribute significantly to this by connecting different stakeholders and



Find more here:

<https://www.clustercollaboration.eu/green/knowledge-base>



What does Green Transition Support offer?

Sustainability in Action: Impactful Initiatives from Clusters

Good practice collection showcasing activities that clusters have implemented to support their members in advancing sustainability:

- Focus groups to enhance knowledge exchange and collaboration
- Innovation challenges to stimulate innovative business solutions
- Sustainability desk to assist businesses on creating a sustainability strategy



An initiative of the European Union



Sustainability in Action

Cross-border cooperation

Green Transformation Cards

Hackathon

Innovation challenge

Online marketplace

Sustainability Desk

Sustainability Desk to help companies with their ESG strategies

In 2021, the cluster Confindustria Emilia Area Centro set up a Sustainability Desk to assist their members on their sustainability journeys. The aim was to help member companies capture the full range of opportunities that comes from taking a strategic approach to sustainability – going beyond mere regulatory compliance.

As a first step, the cluster offered sustainability assessments in the form of a gap analysis to help companies create a sustainability strategy. One year later, they expanded the Sustainability Desk to include a Sustainability Orientation Service – a training programme structured in 2 modules of 3 hours each, adaptable in content and duration. The programme is available to both SMEs and large companies and can be extended to connected companies and/or suppliers. It is provided directly by the cluster staff of Confindustria

Find more here:

<https://www.clustercollaboration.eu/sustainability-action-impactful-initiatives-clusters>



**CONFINDUSTRIA EMILIA
AREA CENTRO**

Le imprese di Bologna,
Ferrara e Modena



**EUROPEAN CLUSTER
COLLABORATION PLATFORM**



**GREEN
TRANSITION
SUPPORT**

Confindustria Emilia Area Centro

Luca Tarantino

09/12/2024

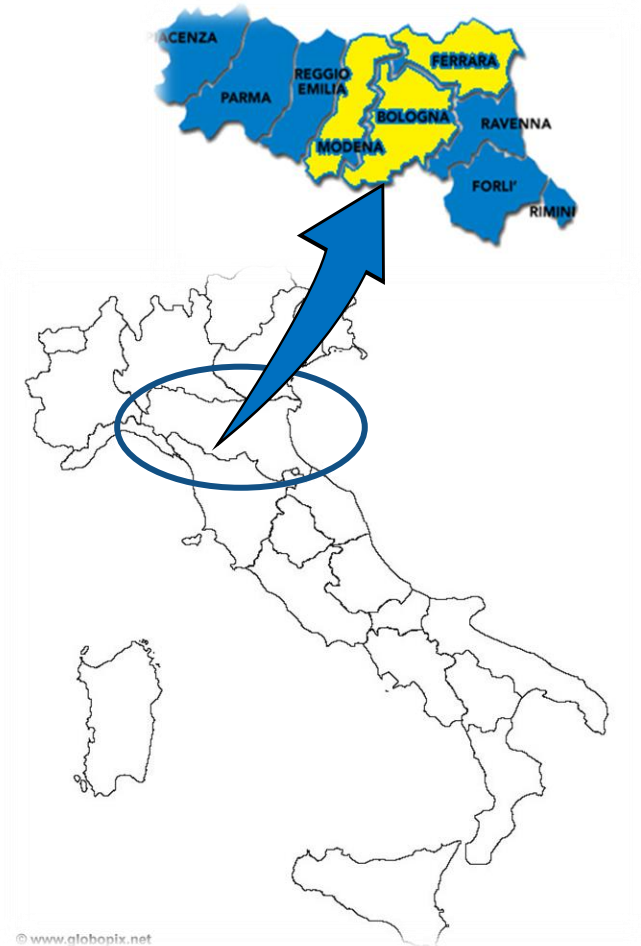


An initiative of the European Union

Strengthening the European economy through collaboration

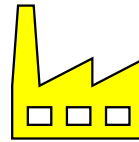
Confindustria Emilia

Confindustria Emilia is an Italian Association with more than **3.200 industrial associated companies** in the yellow area:
(Province of Bologna, Modena and Ferrara)



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FACTS & FEATURES ABOUT US:



Main value chain clusters:

Construction, Paper, Energy, Machinery, Metals, Packaging, Automotive, Ceramics



Participation in 3 EU projects:

NEWSKIN, CAFEIN and CREDIT



Expertise:

Tax&Legal, environment and safety, internationalisation, labor law, sustainability and EU funding

Sustainability in Action: Impactful Initiatives from Clusters

Sustainability Desk to help companies with their ESG strategies

- Assist businesses in taking a strategic approach to sustainability
- Includes many services such as gap analysis, training programmes and impact assessment reports
- The goal is to:
 - Train the company's internal staff members on sustainability topics
 - Align the management team on ESG issues, expectations, and operations
 - Raise awareness in the company's supply chain of sustainability objectives and facilitate dialogues on the topic

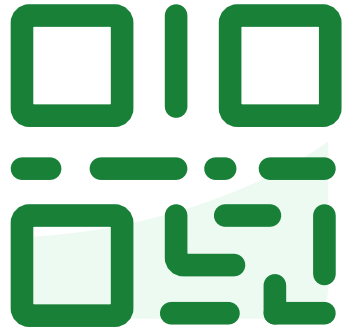
Sustainability programme for graduates: a win-win initiative

- 10-month paid graduate program on sustainability management, innovation strategies, and the EU project funding landscape
- Offers over 1,200 hours of training, blending classroom learning, hands-on fieldwork, and engagement with partner companies
- Graduates are matched with interested member companies



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#GreenTransition

① Start presenting to display the joining instructions on this slide.

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Which area of the Green Transition presents the greatest opportunity for your cluster/organisation?

① Start presenting to display the poll results on this slide.

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What is the biggest challenge your cluster/organisation faces in achieving climate neutrality?

① Start presenting to display the poll results on this slide.



What do you think are the key factors that will drive the Green Transition forward?

① Start presenting to display the poll results on this slide.

Panel debate

Fanny Moutin, International Relations Project Manager, Pôle Mer Méditerranée, Business & Innovation Sea Cluster

Silvia Jiménez García, Communication and Innovation Project Manager, FEMETALIINDUSTRY

Jannis Lambert, Principal, Prognos

Ariane R. Decramer, Account Manager, Flux 50

FUNDING OPPORTUNITIES

Support for SMEs developing Circular Economy and Sustainable solutions for the Agrifood sector in the Euroregion Pyrenees Mediterranean

- This initiative aims to support small and medium-sized enterprises (**SMEs**) in the **agrifood sector** to develop circular economy actions, promoting environmental **sustainability and resource efficiency** in the Euroregion Pyrenees Mediterranean.
- Activities within proposed projects may focus on:
 - **Industrial water management:** Treatment, recycling, and concerted use of water resources.
 - **Sustainable packaging:** Eco-design, plastic-free solutions, and new circular materials.
 - **Process optimisation:** Reduction of waste and adoption of circular processes.
 - **Valorisation of co-products:** Reuse and value creation from by-products.
- Proposals are expected to:
 - Accelerate adoption of **sustainable and circular solutions** in the agrifood sector.
 - Improve resource efficiency, reduce waste, and drive environmental innovation.
 - Strengthen interregional SME collaboration and competitiveness in the Euroregion.
- Topic ID: I3-2021-INV2a-GREEN - Innovation investments Strand 2a – GREEN
- Deadline: 15 January 2025
- Published on [EU Funding & Tenders Portal](#)

Integrated peri-urban areas in the transition towards climate neutrality

- This call focuses on developing and implementing strategies to **achieve climate neutrality in peri-urban areas**. It aims to integrate green and smart mobility, energy solutions, and sustainable land-use planning to reduce greenhouse gas emissions and enhance livability in these regions.
- Projects will demonstrate **scalable, innovative solutions** in real-life conditions across at least two domains, involving multiple urban and peri-urban areas. They must integrate **green and smart practices**, promote co-creation with stakeholders, and ensure measurable progress towards climate neutrality.
- Key objectives:
 - **Mobility:** Promote sustainable transport modes, reduce GHG emissions by 20%, and improve accessibility and connectivity.
 - **Energy:** Enhance decarbonised energy grids, support local energy communities, and develop renewable energy sources like solar and bioenergy.
 - **Industry:** Improve energy efficiency, deploy net-zero technologies, and increase recycling in industrial processes.
 - **Governance:** Strengthen policy integration, spatial planning, and stakeholder engagement for better land-use and resource management.
- Topic ID: HORIZON-MISS-2024-CIT-01-04
- Deadline: 11 February 2025
- Published on [EU Funding & Tenders Portal](#)

Creative Innovation Lab

- This call supports the **design and testing of innovative digital solutions** with potential positive long-term impacts across multiple cultural and creative sectors. It encourages **cross-sectoral collaboration** to address common challenges, including those related to sustainability and the green transition.
- The proposal shall address these focus areas:
 - **Environmental transition:** Promote greener practices in line with the European Green Deal and New European Bauhaus initiative.
 - **Content circulation:** Increase the visibility, availability, diversity, and audience reach of European audiovisual and cultural content.
 - **Adaptation to new technologies:** Leverage virtual worlds and AI to address opportunities and challenges in the sectors.
- Projects must focus on one or more of these topics:
 - **Green practices:** Support environmentally sustainable innovations in cultural and creative sectors.
 - **Cross-sectoral collaboration:** Promote cooperation between audiovisual and other CCSs, including partnerships with tech companies, start-ups, and business incubators.
- Topic ID: CREA-CROSS-2025-INNOVLAB
- Deadline: 24 April 2025
- Published on [EU Funding & Tenders Portal](#)

Joint EUROCLUSTERS for Europe's recovery

- This call focuses on reinforcing innovation and adoption of new technologies for **strategic autonomy**. In particular, the emphasis is on **value chains** within or across one or more of the 14 industrial ecosystems identified in the European Industrial Strategy.
- The call is divided **into two strands**:
 - Strand 1 focuses on **net-zero technologies and critical raw materials**:
 - Strand 2 covers **value chains not covered in Strand 1**.
- Number of projects to be funded: **16** (with at least **8 projects for Strand 1**)
- Maximum project duration: **36 months**
- Budget: **42 million EUR**
- Topic ID: SMP-COSME-2024-CLUSTER-01
- Deadline: **05 February 2025**
- Functional Mailbox for applicants: EISMEA-SMP-COSME-ENQUIRIES@ec.europa.eu
- Published on [EU Funding & Tenders Portal](#)

Opportunities for SMEs: Calls from Euroclusters

- FRIEND CCI: Call for **providers** in the areas of digitalization and/or green transition and/or services for internationalization; deadline 01 August 2025
- GEMSTONE: Financial support for **training** related to **Green Manufacturing**; deadline 31 December 2024.
- INGENIOUS: **Training** grants to help SMEs improve their digital skills, green transition, resilience preparedness and reskilling and upskilling of the workforce; deadline 14 February 2025.
- RESIST: **Networking and marketing** FSTP for SMEs from the **Automotive – Mobility – Transport** ecosystem; deadline 20 December 2024
- RESIST: **Internationalisation** FSTP for activities in target markets; deadline 20 December 2024.
- SILEO: Best Company **Storytelling Video** Contest, deadline 13 December 2024.

All calls here: <https://clustercollaboration.eu/open-calls>

Register for the next Talks

Upcoming dates and topics!

18 December State Aid: From Policy to Practice

Continue the discussion



<https://www.linkedin.com/groups/9503062/>

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www.clustercollaboration.eu



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European Cluster Collaboration Platform

#EUClustersTalks **#ECCP**

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THANK YOU

